What is claimed is:

1. A method of programming a television receiver, the receiver operable to receive a plurality of television channels, the receiver comprising an automatic tuner, the automatic tuner being operable to automatically tune the receiver to a particular channel, the particular channel corresponding to an ID code, said method comprising:

receiving a first broadcast television program with the receiver, the first broadcast television program being received on a first channel during a first time period;

receiving a commercial corresponding to a second television program with the receiver, the commercial being received on the first channel during a second time period, the second time period being within the first time period;

receiving the ID code with the receiver, the ID code being received on the first channel during the second time period; and

activating the receiver during the second time period to extract and store the ID code;

wherein the ID code comprises a differentiating portion that enables the receiver to differentiate any one of a plurality of types of ID codes from one another and an information portion for use by the automatic tuner to automatically tune the receiver to a second channel.

2. The method of claim 1, wherein the plurality of types of ID codes comprises repeating ID codes, bait ID codes, capture ID codes, and programming ID codes.

3. The method of claim 2, wherein the types of programming ID codes further comprise:

a first type of programming ID code including information relating to a start date, and a start time;

a second type of programming ID code including information relating to a start date, a start time, and an end time;

a third type of programming ID code including information relating to a start date, and a duration;

a fourth type of programming ID code including information relating to a start date, a start time, and a data stream;

a fifth type of programming ID code including information relating to a start date, a start time, an end time, and a data stream; and

a sixth type of programming ID code including information relating to a start date, a duration, and a data stream.

4. The method of claim 1, wherein the differentiating portion of the ID code comprises two bits.

5. A method of transmitting comprising:

transmitting a first program during a first time period on a first data stream, the first program comprising a first main program, a sub-program, and a bait ID code, the sub-program being within the main program, and the bait ID code corresponding to the sub-program; and

transmitting a second program during a second time period on a second data stream, the second program comprises a second main program and a capture ID code, the second main program corresponds to the sub-program, and the capture ID code corresponds to the bait ID code.

6. A method of claim 5, wherein the first program and the sub-program include a first vertical blanking interval, and the bait ID code is in the first vertical blanking interval of the sub-program, and

wherein the second program includes a second vertical blanking interval, and the capture ID code is in the second vertical blanking interval.

7. A method of transmitting an ID code to be received by a receiver, the receiver operable to receive a plurality of data streams, the receiver comprising an automatic tuner, the automatic tuner being operable to automatically tune the receiver to a particular data stream, the particular data stream corresponding to the ID code, said method comprising:

transmitting a differentiating portion of the ID code that enables the receiver to differentiate any one of a plurality of types of ID codes from one another; and

transmitting an information portion of the ID code for use by the automatic tuner to automatically tune the receiver to the particular data stream.

8. The method of claim 7, wherein the plurality of types of ID codes comprises repeating ID codes, bait ID codes, capture ID codes, and programming ID codes.

9. The method of claim 8, wherein the types of programming ID codes further comprise:

a first type of programming ID code including information relating to a start date, and a start time;

a second type of programming ID code including information relating to a start date, a start time, and an end time;

a third type of programming ID code including information relating to a start date, and a duration;

a fourth type of programming ID code including information relating to a start date, a start time, and a data stream;

a fifth type of programming ID code including information relating to a start date, a start time, an end time, and a data stream; and

a sixth type of programming ID code including information relating to a start date, a duration, and a data stream.

10. The method of claim 7, wherein the differentiating portion of the ID code comprises two bits.